



ICE- Interactive Customer Evaluation



- Web-based tool for collecting customer feedback related to services/products provided by USAREC SFAs
- Engages customers by providing an immediate and consistent means of submitting their issues, concerns, feedback, and suggestions regarding SFA programs and services
- Allows for continuous improvements based on customers needs, and not what we guess that our customers needs are
- All six USAREC Brigades have an ICE site, with the BDE SFA appointed as the BDE ICE manager
- HQ USAREC ICE Administrator is Ms. LaShunda Davis



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ICE within USAREC

- Brigade SFAs automatically receive all their BDE ICE comment cards submitted by a Soldier or Family member
- BDE SFA forwards comments upon receipt to the respective BN SFA for action
- BN SFA has two working days to respond to the customer (if POC info provided) and to work any issues stated, to provide follow-up to BDE SFA
- BDE SFA must input corrective action taken by BN SFA, into the ICE management reporting system.

HQ USAREC established an ICE SOP that outlines all requirements

- All ICE actions monitored by USAREC ICE Administrator



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Interactive Customer Evaluation (ICE)



- Provides trend analysis and continuous improvements to programs and services, based on real time issues
- Allows BDEs and BNs to track customer service ratings to provide additional customer service training to SFAs or on the job training if needed. Continuous improvements
- Data will be provided to all BDE and CG Command and Staff
- ICE is not a negative thing! ICE allows us an opportunity to continuously improve and provide outstanding programs and services to our Soldiers and their Families





ICE Submissions by Brigade: November – Present Date



Brigade	Total number of comment cards submitted
1 st Brigade	10
2 nd Brigade	15
3 rd Brigade	7
5 th Brigade	35
6 th Brigade	7
MRB	2
Total	76



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Progress of ICE within USAREC

- BDE/BN SFAs are promoting ICE in an outstanding manner, on staff web pages, email signatures, marketing materials, etc.
- The majority of the feedback from customers has been positive
- There have been “needs improvement” cards submitted as well
- When “needs improvement” type cards are submitted Brigade and Battalion SFAs work together to create a resolution for that particular issue
- If a customer provides his/her contact information, he or she will be contacted regarding their submitted issue, if it's a positive comment or an issue they are experiencing. If no customer contact info is provided the Brigade and Battalion SFAs still work on a resolution for the submitted issue
- We need your assistance with promoting ICE to our Soldiers and Families!



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